

# Appendix I: Strategies for Engaging Priority Populations

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The following section describes how the range of community engagement strategies were used to engage each priority population identified in [Minnesota Walks](#).

This section is organized by priority population. Each section begins with a description of the general approach to reaching the priority population. Following the descriptions are bulleted lists of community engagement events that were selected because of anticipated reach to the priority population. More detail about each individual event is found in Appendix D.

## Small Rural Core Communities

The project team and its partners reached many different small rural communities throughout the state. Small rural communities were engaged through online surveys, community events, focus groups, and walking workshops.

Community engagement events where it was anticipated members of small rural core communities would be reached included:

- Appleton Sidewalk Plan Meeting
- Bemidji Library
- Bemidji State University Health Fair
- Courtesy Corp. National Senior Citizens Day
- Duluth Public Library
- Fall Into Health
- Focus Group at Heritage Community Center in Thief River Falls
- Focus Group at Hutchinson Senior Center
- Focus Group at Winona Friendship Center
- Focus Group with Transit Advisory Committee in Marshall
- Hill City Health and Wellness Expo
- Interview with Heidi from DHS
- Interview with Ted Stamp
- Kirkbride Festival
- Minnesota State Fair
- Open House in Winona
- Regional Active Transportation Plan Open House
- Riverwalk Market Fair
- Walking Workshop in Frazee
- Walking workshop in Grand Marais
- Walking Workshop in Thief River Falls
- Walking Workshop in Madison Lake
- Walking workshop in Hutchinson

## American Indian Populations

The community engagement approach for working with American Indians was different than the engagement approach for engaging with other priority populations. After meeting with the tribal liaisons at MDH and MnDOT, the project team was advised on the best way to engage with tribes. Rather than having representative of the tribes on the project PAC, tribal councils preferred that the project team attend Advisory Council on Tribal Transportation (ACTT) meetings on a regular basis to strengthen the relationships among the tribal representatives, MnDOT, and MDH. Because of the emphasis on long term relationship building, the project team recognized MnDOT and MDH representatives were should engage with tribal representatives, not members of the consultant team.

With the invitation from the MnDOT Tribal Liaison, the project team attended three ACTT meetings. The first meeting was used to introduce the Statewide Pedestrian System Plan and to seek tribal support on developing the plan. The second meeting was used to seek the group's guidance on the best way to engage with the tribes. The recommendation was given to send letters to each of the tribes from the Commissioners of Transportation and Health. MnDOT and MDH's continued efforts to engage with the tribes was assisted with further help from the MnDOT tribal liaison who helped set up individual meetings with different tribal nations, including Leech Lake Band of Ojibwe, Grand Portage, and White Earth. The third meeting was to share findings of the community engagement themes. Project team members have been attending these meetings in hopes to start the relationship building which will go beyond the plan and address how MnDOT can work best with the tribes on future road projects that include walking.

Community engagement events where it was anticipated American Indian populations would be reached included:

- Bemidji Library
- Move and Make on Main
- Meeting with Leech Lake Band of Ojibwe
- Meeting with White Earth
- Meetings (2) with Advocacy Council for Tribal Transportation
- Meeting with MnDOT Tribal Liaison
- Meeting with MDH Tribal Liaison

## Low-Income Urban Populations

The project team sought to engage low-income urban populations through the community gathering event toolkit and through focus groups. While some online survey respondents may have low-income, an income question was not asked in the demographics section. The project team did not ask about income in any of the engagement activities, but did select community events and focus groups located in urban neighborhoods with lower income census tracts or at events associated with social services or public gathering places.

Community engagement events where it was anticipated low-income urban populations would be reached included:

- Arlington Hills Community Center
- Celebrate Snelling
- Minneapolis Farm to School
- Move and Make on Main
- Rondo Days

## Older Adults

The project engaged older adults primarily through the community gathering engagement toolkit and focus groups, and some through the online survey. Many focus groups were hosted at senior centers, and many senior health clinics were the most successful in engaging older adults in activities.

Community engagement events where it was anticipated older adults would be reached included:

- 60+ Senior Foot Clinics
- Arlington Hills Community Center
- Bemidji Library
- Courtesy Corp. National Senior Citizens Day
- Duluth Public Library
- Fall Into Health
- Focus Group at Heritage Community Center in Thief River Falls
- Focus Group at Hutchinson Senior Center
- Focus Group at Winona Friendship Center
- Kirkbride Festival
- Riverwalk Market Fair
- State Fair

## Persons with Disabilities

Persons with disabilities were engaged most through interviews and focus groups with either advisory committees or advocacy groups. Many of the key contacts were reached because of a call for interest from the Minnesota Council on Disability – a connection made by PAC member Heidi Hamilton.

Community engagement events where it was anticipated persons with disabilities would be reached included:

- Focus Group with Transit Advisory Committee in Marshall
- Focus Group with ARC Self-Advocates
- Focus Group with TAAC at Metropolitan Council
- Interview with Heidi Hamilton from DHS
- Interview with Ted Stamp

## Children and Youth

To engage with youth, the project team used the community gathering engagement toolkit at events where many children were expected. Children and teens generally found the sticker dot voting easy and fun. Young children were also drawn in by the children's map game board activity and some narrated the trip on the page. Many of the community events attended were selected because they were family-friendly, open to people of all ages, or related to a school event.

In October of 2015, a teen-focused conversation was launched on Citizens League's online civic platform, *Citizing!* This conversation was designed to cover key topic areas to better understand teen perspectives. Six teen commentators were selected from a pool of over 60 applicants. The commentators formed the core discussion group; however, all teens were welcome to participate. The teen commentators were diverse in both race and geography.

**Week 1:** Teens were asked to take the Pedestrian Survey and answer: Where do you walk? Where do you like to walk? Where would you like to walk, but can't? Why?

**Week 2:** The teens were asked to take the Visual Preference Survey and answer: What are some of the things that make walking easier, safe and more attractive for you? What are some of the things that make walking more difficult for you? Did you learn anything about walking in your community by taking the survey?

**Week 3:** Teens were asked to read part of the Minnesota Walks document and weigh in on two of the four key themes: "Walking is Important" and "Walking Should be Easier". They were asked to share their reactions and if they agreed/disagreed with anything presented.

**Week 4:** Teens were asked to read the second part of the Minnesota Walks document and weigh in on the last two of the four key themes: "It's Harder for Some People to Walk" and "Minnesota Is on Track to Improve Walking". They were asked to share their reactions and if they agreed/disagreed with anything presented.

**Week 5:** Teens were provided with a short summary of what we've heard – from all the conversations, across the state – and asked if it reflected what they've had to say, if they'd add anything and what their first step would be if they were in charge of making Minnesota more walkable.

In addition, two in-person teen workshops were held in December with teens from the Twin Cities metro area. While over twenty teens registered for the workshops, turnout was lower than anticipated with only eight in attendance.

Community engagement events where it was anticipated children and teens would be reached included:

- Arlington Hills Community Center
- Bemidji Library
- Bemidji State University Health Fair
- Celebrate Snelling
- Duluth Public Library
- Hill City Health and Wellness Expo
- Kirkbride Festival
- Minneapolis Farm to School
- Minnesota State Fair
- Open Streets Downtown
- Open Streets NE
- Riverwalk Market Fair
- Rondo Days
- Rondo Library Walking Workshop AM
- Rondo Library Walking Workshop AM

Additional information on the results of the youth-focused engagement (Students Speak Out) is available in Appendix J.